

ABSTRACT

[0200] A system for buying and selling spots for advertisements includes a central computer system connected to a global communications network. The system also includes an agency unit, a facilitator unit, and an affiliate unit, each of which are connected to the computer system via the network. The computer system includes a memory system storing a computer-executable program that includes an agency module, a facilitator module, and an affiliate module. The facilitator module enables an authorized facilitator user to input information to the memory system of the computer system regarding an advertisement, to view and/or edit the inputted information, and to perform communications with the agency and the affiliate regarding the advertisement. The agency module enables an authorized agency user to view and/or obtain information regarding the advertisement from the memory system of the computer system, and to perform communications with the facilitator regarding the advertisement. The affiliate module enables an authorized affiliate user to view and/or obtain information regarding the advertisement from the memory system of the computer system, and to perform communications with the facilitator regarding the advertisement.

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